

What's Milk Got to Do With It?: An Evaluation Report

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What does a supportive breastfeeding environment look like to you?



Community is "Aware",
 "Provides Assistance and Encouragement",
 "Nonjudgmental", "Welcoming", "Sisterhood",
 "Support from family and friends",
 "Workplace Support and Paid Parental Leave"

Supportive Environment Themes	Example Quotes
Breastfeeding as a Norm	"Unspoken. Where breastfeeding is the norm and other topics are conversed, such as business, traveling, daily routines, etc. life goes on."
Availability and Ambience of Lactation Space	"Every building has a mother's room...a low lit, climate controlled room with a clean bed or sofa, with the sounds of trickling water or white noise, to comfortably feed my baby."
Community Awareness, Providing Assistance, or Encouragement	"One where people encourage you to breastfeed and help accommodate your breastfeeding needs."
Additional Support	"Meal train." "Job that gives me space and time to pump. Paid parental leave."
Access to Affordable Postpartum Classes	"...Ongoing support groups for postpartum care (health professionals; peers)"
Male Support	"...Men who proudly brag about the women in their lives breastfeeding."
Support from Those Not Interested in Personally Breastfeeding	"...Those who are not interested gain insight and knowledge on breastfeeding and ways to be supportive."

BACKGROUND:

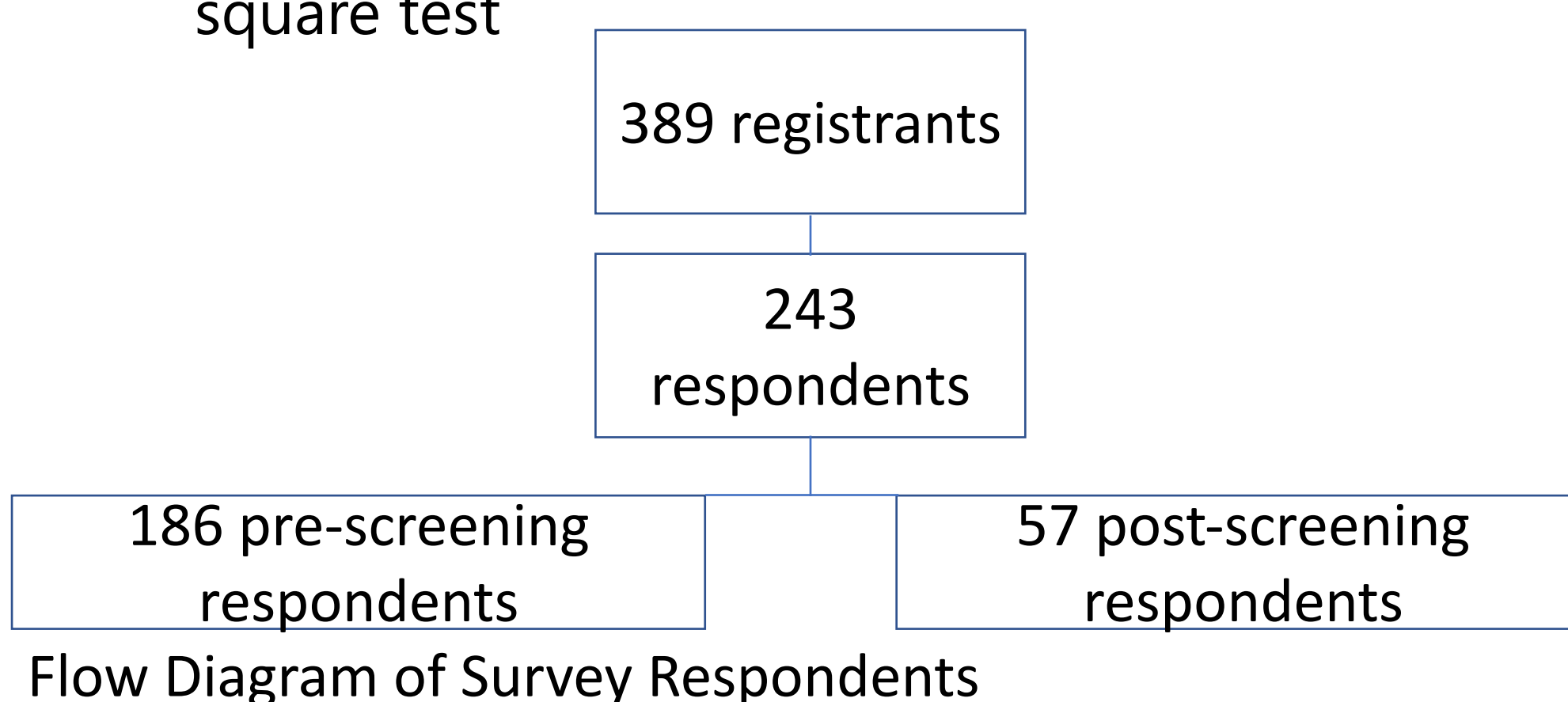
- Among high-income countries, US has the **third lowest breastfeeding rates**
- In Los Angeles County (LAC), **disparities in breastfeeding rates vary by race and by region**
- A mother's ability to breastfeed depends on factors including food access, birth trauma, social systems, maternity leave, lactation support, cultural attitudes, marketing of formula, and intergenerational trauma
- **Black mothers** are more affected by these factors than mothers from other race/ethnic groups, and have the lowest breastfeeding rates

PURPOSE:

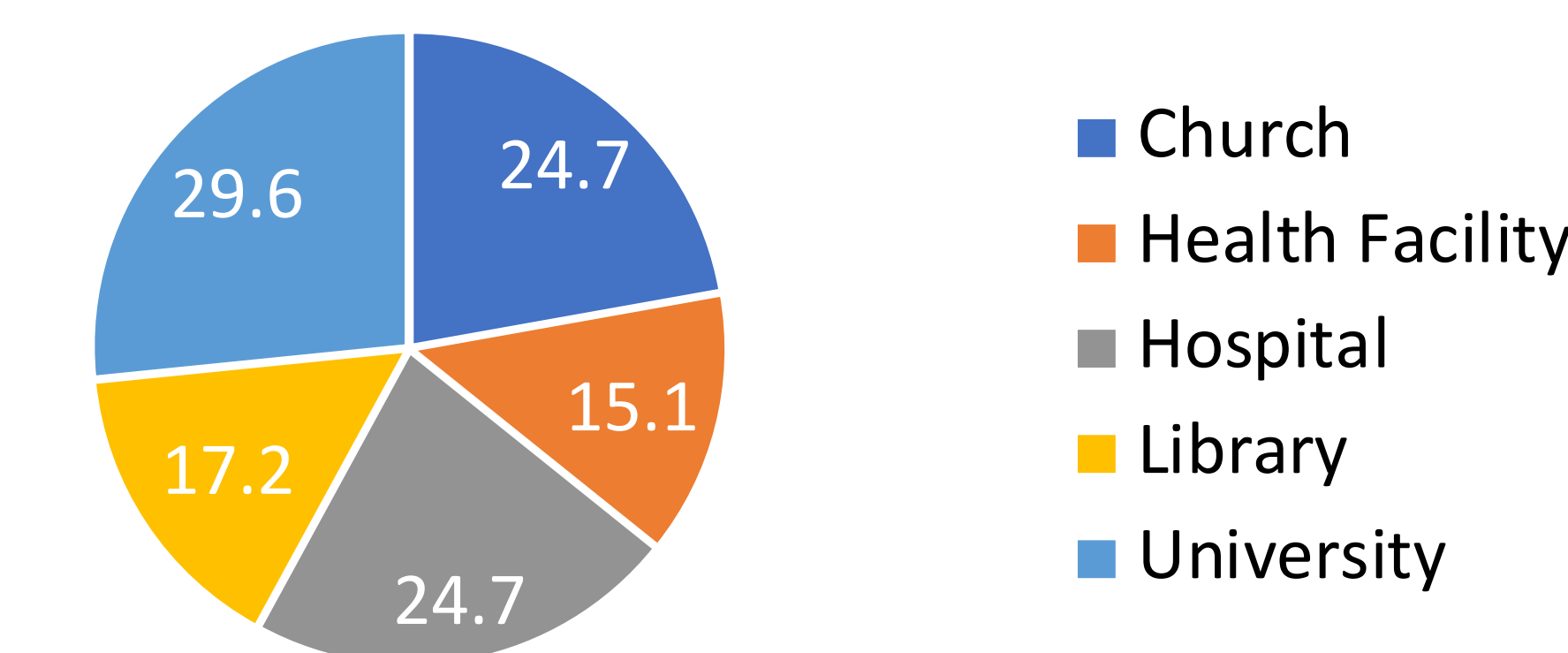
- To evaluate the community's knowledge, perceptions, experience, barriers, and solutions regarding breastfeeding (pre/post viewing of a film)

METHODS:

- Attendees viewed a film on breastfeeding among Black women
- Collected anonymous online survey data (via QR code) pre-and post-viewing (open/closed-ended questions)
- Setting: 5 locations across LAC (church, private hospital, public library, public university, and county-operated health facility)
- Measurement: 20 questions (including 5 demographics)
 - Current/past breastfeeding
 - Breastfeeding support
 - Awareness of Breastfeeding Laws
 - Breastfeeding solutions
- Analysis: Proportions of study variables and chi-square test



% of Respondents by Film Viewing Location



% of Respondents by Race

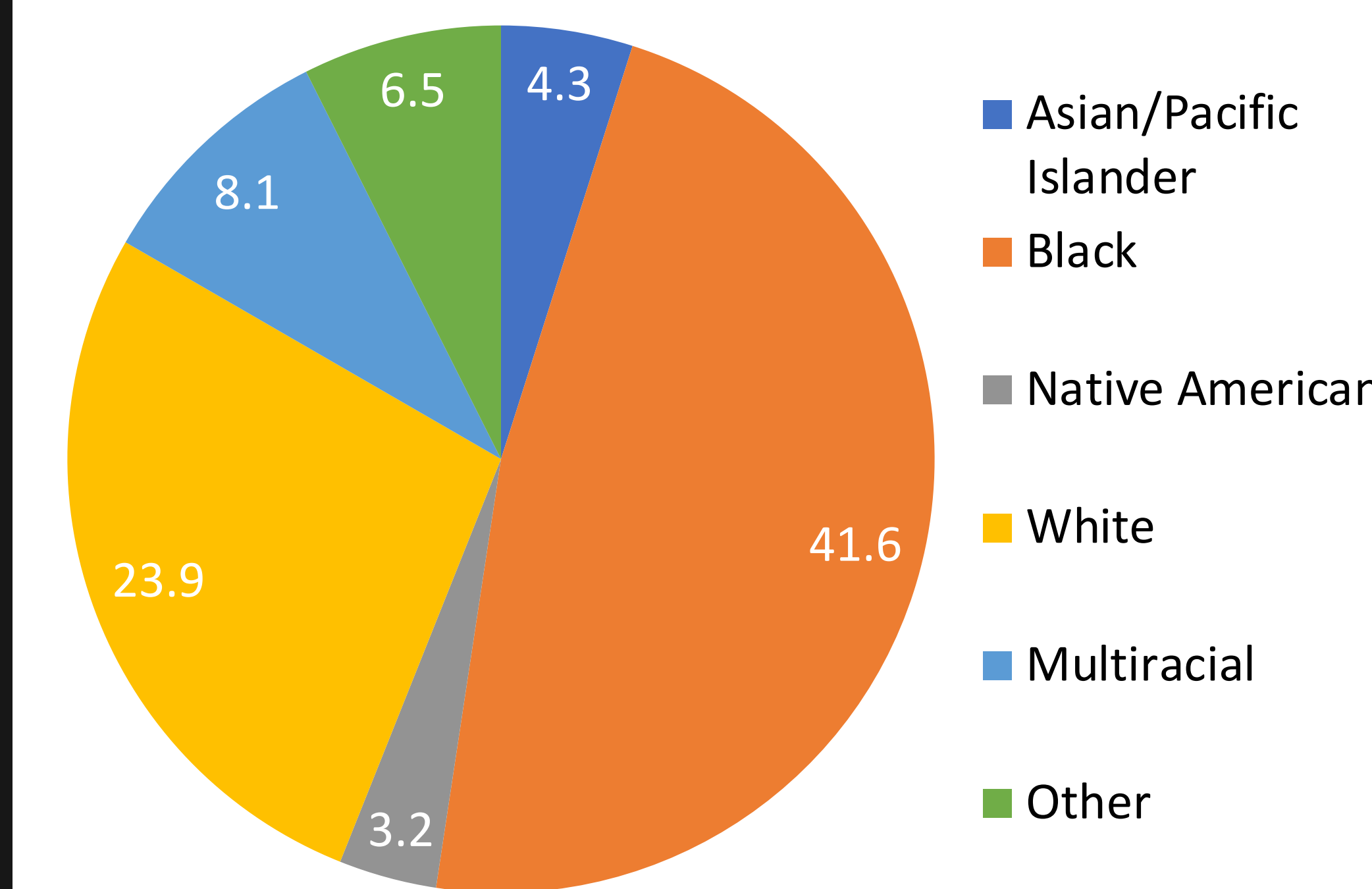


Table 1. Characteristics of Pre-screening Respondents (n=186)

Characteristic	Total (n=186)	Agency Staff (n=41)	Community Member (n=63)	Health Professional (n=68)	Student (n=43)
Age (Mean)	39.4	44.9	40.0	46.0	23.4
Race (%)					
Asian/Pacific Islander	5.9	9.0	-	8.9	6.1
Black	41.6	31.3	57.1	42.9	21.2
Native American	3.2	-	-	-	6.1
White	23.9	21.9	17.5	33.9	21.2
Multiracial	8.1	15.6	9.5	-	-
Other	6.5	15.6	-	-	-
Declined to answer	10.8	-	-	-	-
Latinx (%)	35.1	42.4	25.4	25.0	63.6
Female (%)	97.9	100	96.8	100	94.3
Breastfeeding History (% Y)	58.6	43.9	60.3	63.2	23.3
Breastfeeding Awareness Laws (% Y)	67.2	78.1	63.5	78.6	48.5

Post (n=57)

*More than half (63.0%) stated that the film **changed their views on breastfeeding in the Black community**
 *Almost half (47.7%) knew where to access breastfeeding support.

Limitations

*Need more representation from males and youth/young adults
 *Need to inform all people, especially community members and students, about breastfeeding laws
 *Need to have a concerted effort between event hosts and evaluation team to increase numbers for post-screening survey

Conclusions

*Media can be an effective way to alter perceptions/opinions on breastfeeding in the Black community
 *Enhancing marketing efforts for future film screenings may increase attendance from those that can gain insight into breastfeeding/support (youth/young adults and males)
 *Supportive breastfeeding environments can be a reality with a readily accessible, unified, and encouraging squad of personal and professional networks

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